

## FINDING LOCATION FOR A FAST-FOOD PLACE THAT CAN CATER TO DIFFERENT TASTES

### **Business Problem**

We are all busy these days and do not, in most times, sit in a restaurant for a leisurely meal, especially during lunch time. The option we have is to visit a fast-food place and eat the same type of meal day after day. Most fast-food places belong to giant food chains. They have very little variety to offer in the menu and most time not very healthy with high loads of carbs and sugar in their food. Most people would want to get away from choosing those foods, if they have a choice to go to place that offers not only healthy food but can also cater to different tastes from around the world. This project is to find a location in the Montgomery County, TX for a fast-food place that can exactly do that. From the business point of view, the location should be growing, with good demographic diversity and good-sized middle class. The fast-food place has to provide healthy meals and consider stocking up on ingredients from different parts of the world.

### **Target Audience**

It would be very useful to anyone who wants to start a business whether in eating or clothing or any other small business. Also, for anyone who wants is looking for variety and open to new tastes. Someone who wants to combine health and convenience when deciding to visit a fast-food place.